

What is claimed is:

1. A rice-derived promoter consisting of the following DNA (a) or (b):

(a) DNA that consists of the nucleotide sequence as shown in SEQ ID

5 NO: 1 or 10; or

(b) DNA that hybridizes under stringent conditions with DNA consisting of a nucleotide sequence that is complementary to the DNA consisting of the nucleotide sequence as shown in SEQ ID NO: 1 or 10 and that expresses stress-inducible promoter activity.

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2. The promoter according to claim 1, wherein the stress is dehydration stress, low temperature stress, or salt stress.

3. A recombinant vector comprising the promoter according to claim 1

15 or 2.

4. The vector according to claim 3, wherein structural genes and/or regulatory genes for enhancing stress tolerance are contained so as to be functional under the control of the promoter according to claim 1 or 2.

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5. The vector according to claim 4, wherein the structural genes and/or regulatory genes for enhancing stress tolerance are selected from the group consisting of the P5CS gene, which is a key enzyme for proline synthesis, the AtGolS3 gene for galactinol synthesis, the *Arabidopsis thaliana*-derived DREB transcription factor gene, the rice-derived OsDREB transcription factor gene, and the NCED gene, which is an enzyme involved in the synthesis of ABA.

6. The vector according to claim 5, wherein the structural genes and/or regulatory genes for enhancing stress tolerance are the rice-derived OsDREB transcription factor genes.

5           7. A transgenic plant, which is obtained by introducing the vector according to any one of claims 3 to 6 into a host.

8. The transgenic plant according to claim 7, wherein the host is a plant.

10         9. The transgenic plant according to claim 8, wherein the host is a monocotyledonous plant.

15         10. A method for enhancing stress tolerance of a plant by introducing the promoter according to claim 1 or 2 into the plant.